

2018-02-07

Web Presence Update

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Web Presence Update

**Rachel Vacek, Head of Design & Discovery,
Library Information Technology**



Library All-Staff Meeting
February 7, 2018

Let me tell you a story.

What's the difference?

Web Presence

All products created and/or supported by the University Library that have a public-facing user interface

Website

The University Library's primary website at lib.umich.edu

Taking a deeper look at the web presence means taking a holistic approach to the user experience across all the applications that are integrated into or connected to the website

It's a good time to look more closely at the web presence

- Almost a decade since last website redesign
- We have never looked holistically across web presence before
- We have hundreds of interfaces across our web presence
- Many areas within the library have been reorganized
 - New departments, new services
 - New staff, new positions, new roles and responsibilities
- Next Century Library Initiative encouraging us to re-imagine the role of the library
- Service Design Task Force encouraging us to re-imagine how we provide current and create new services to deliver as one library

What's been happening?

FY17 Provost Budget Request:

Comprehensive Virtual Space Redesign

The request describes a **holistic approach to redesigning the library web presence**, including the library's website as the core, but extending more broadly to the library's whole suite of web-based applications and products that have a public-facing user interface.

Two new positions were funded:

- Senior Front-End Developer
- Senior User Experience Specialist

Web Presence Steering Committee

This **new** group is being charged:

- to create, steward, and champion a focused, clear, and **unified vision** for the library's public-facing web presence
- to set **direction and standards** broadly for user interfaces
- to make recommendations driven from the perspective of **user needs**
- to provide guidance to ensure a **cohesive and connected** overall web presence

WPSC Reporting Lines

- The Technology Alignment & Stewardship Committee ([TASC](#)) is the parent committee for the WPSC.
- Currently, 3 teams will report to WPSC:
 - [Web Content Coordinators Group](#)
 - [Intranet Team](#)
 - Website Redesign Team (*to be charged*)

DRAFT [WPSC charge on Intranet](#)

Web Content Creator

Communications & Marketing is hiring a new Web Content Creator to **collaborate on writing content** across the web presence.

Digital Services Playbook / Field Guide


Design & Discovery has created a collection of helpful **best practices** that outline an approach to delivering services that increases our ability to be flexible, iterative and, most importantly, to focus on the needs of the people that use our services.


Design System

Design & Discovery is in the process of creating a design system that introduces **processes for making user interface changes** at the system level rather than application level to ensure improvements are shared across our web presence.

Search

To see the current
beta interface, go to:
search.lib.umich.edu

 Search | Mirlyn

How to Use Search | Get Help |  Ask a Librarian | My Account



science



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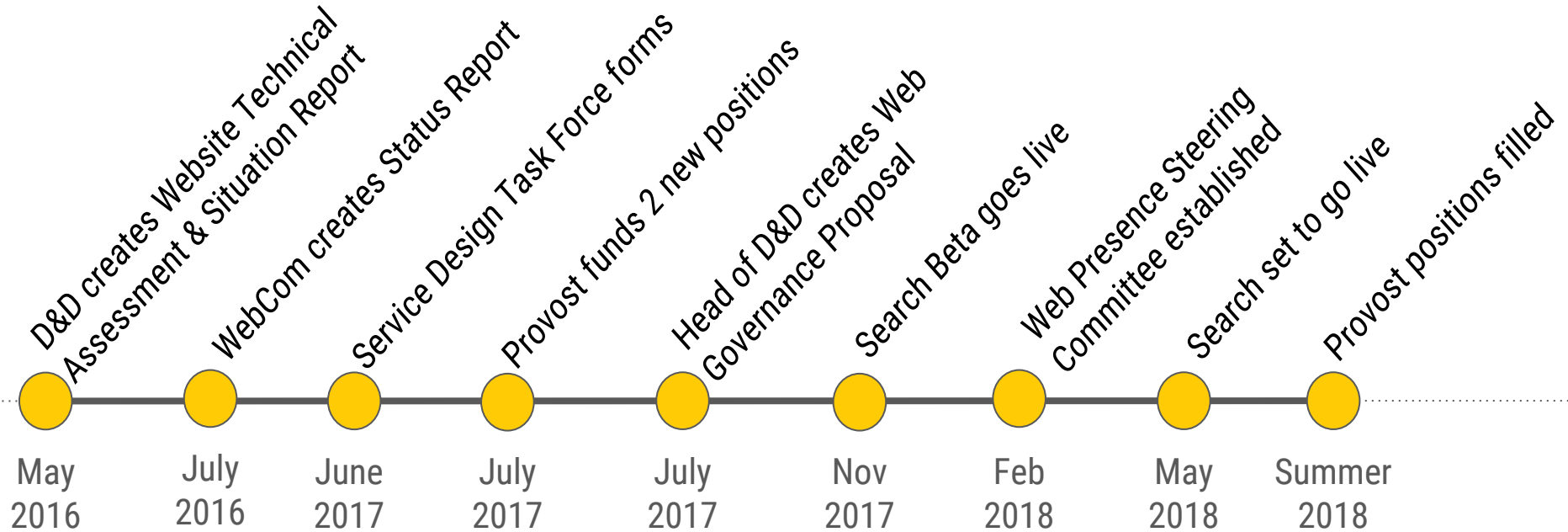
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Timeline Recap



What comes next?

Next steps

February 2018

- TASC approves Web Presence Steering Committee charge and membership

March 2018

- Web Presence Steering Committee meets for the first time

Next steps

April 2018

- Web Presence Steering Committee charges Website Redesign Project Team

May 2018

- Search launches
- Website Redesign Project Team starts work in earnest

Questions?